



WEST VALLEY WATER DISTRICT
855 W. BASE LINE ROAD, RIALTO, CA 92376
PH: (909) 875-1804
WWW.WVWD.ORG

SPECIAL EXTERNAL AFFAIRS COMMITTEE MEETING
AGENDA

Monday, October 26, 2026, 4:00 PM

NOTICE IS HEREBY GIVEN that West Valley Water District has called a meeting of the External Affairs Committee to meet in the Administrative Conference Room, 855 W. Base Line Road, Rialto, CA 92376.

BOARD OF DIRECTORS

Vice President Angela Garcia, Chair
President Kelvin Moore

Members of the public may attend the meeting in person at 855 W. Base Line Road, Rialto, CA 92376, or you may join the meeting using Zoom by clicking this link: <https://us02web.zoom.us/j/8402937790>. Public comment may be submitted via Zoom, by telephone by calling the following number and access code: Dial: (888) 475-4499, Access Code: 840-293-7790, or via email to administration@wwwd.org.

If you require additional assistance, please contact administration@wwwd.org.

CALL TO ORDER

PUBLIC PARTICIPATION

Any person wishing to speak to the Board of Directors on matters listed or not listed on the agenda, within its jurisdiction, is asked to complete a Speaker Card and submit it to the Board Secretary, if you are attending in person. For anyone joining on Zoom, please wait for the Board President's instruction to indicate that you would like to speak. Each speaker is limited to three (3) minutes. Under the State of California Brown Act, the Board of Directors is prohibited from discussing or taking action on any item not listed on the posted agenda. Comments related to noticed Public Hearing(s) and Business Matters will be heard during the occurrence of the item.

Public communication is the time for anyone to address the Board on any agenda item or anything under the jurisdiction of the District. Also, please remember that no disruptions from the crowd will be tolerated. If someone disrupts the meeting, they will be removed.

DISCUSSION ITEMS

1. Updates to the External Affairs Committee
2. Minutes for the October 7, 2026 External Affairs Committee Meeting PG. 4
3. Sponsorship Request - 2026 Rialto Turkey Giveaway PG. 7
4. Federal Lobbyist Discussion PG. 11

ADJOURN

Please Note:

Material related to an item on this agenda submitted to the Board of Directors after distribution of the agenda packet is available for public inspection in the District's office located at 855 W. Base Line Road, Rialto, CA 92376, during normal business hours. Also, such documents are available on the District's website at www.wvwd.org subject to staff's ability to post the documents before the meeting.

Pursuant to Government Code Section 54954.2(a), any request for a disability-related modification or accommodation, including auxiliary aids or services, to attend or participate in the above agenda item should be directed to the Board Secretary, Brandon Yoshida, at least 72 hours in advance of the meeting to ensure availability of the requested service or accommodation. Brandon Yoshida may be contacted by telephone at (909) 875-1804 ext. 703, or in writing at the West Valley Water District, P.O. Box 920, Rialto, CA 92377-0920.

DECLARATION OF POSTING:

I hereby declare under penalty of perjury, that I am employed by the West Valley Water District, and that the foregoing agenda was posted at the District Office's bulletin boards and the District website at www.wvwd.org on October 22, 2026, by 6:00 pm., in compliance with the provisions of the Brown Act.

Brandon Yoshida

Brandon Yoshida, Board Secretary

Date Posted: October 22, 2026

MINUTES
SPECIAL EXTERNAL AFFAIRS
COMMITTEE MEETING
of the
WEST VALLEY WATER DISTRICT
October 7, 2026

I. CALL TO ORDER

Chair Garcia called the meeting to order at 5:05 p.m.

Attendee Name	Present	Absent	Late	Arrived
Kelvin Moore	☒	☐	☐	
Angela Garcia	☒	☐	☐	
John Thiel	☒	☐	☐	
Linda Jadeski	☒	☐	☐	
Socorro Pantaleon	☒	☐	☐	
Mary Jo Hartley	☒	☐	☐	

II. PUBLIC PARTICIPATION

Chair Garcia inquired if anyone from the public would like to speak. No requests were received, therefore Chair Garcia closed the public comment period.

III. DISCUSSION ITEMS

1. State Legislative Update

Kristin Olson from California Strategies provided an update on the end-of-year legislative session, highlighting the successful passage of WVWD-supported AB 2568.

2. Federal Legislative Update

The Committee reviewed lobbyist fees and current water district clients to compare costs among agencies and their lobbying firms.

3. Pathways Industry Representation Program Sponsorship Opportunity

Artina McIntosh presented the Pathways Program, a television series that showcases real-world careers and introduces viewers to various career pathways through engaging content. Ms. McIntosh discussed the opportunity for WVWD to become the premier sponsor of the program's second season, which will begin filming this year, at a cost of

\$20,000. She stated that she would provide additional information on sponsorship opportunities and invited the Board to attend the premiere of the program's first episode at the end of October.

4. Minutes for the June 15, 2026, and July 21, 2026, External Affairs Committee Meetings

Minutes were approved.

5. Updates to the External Affairs Committee

The Public Outreach and Government Affairs Team stated the Poster Contest saw a more than 60 percent increase in participation, and the winners will be recognized at the November 5, 2026 Board of Directors meeting.

The Committee discussed the development of the District's video series to highlight WVWD's infrastructure investments, water reliability initiatives, workforce development programs, and the employees who serve the community. The series will support public education, increase awareness of District operations, and provide evergreen content for use across social media, the District's website, and community outreach efforts.

The Committee was provided an update on the 75th anniversary celebration, with tentative dates in May or June 2027 for an official event.

The Public Outreach and Government Affairs Team shared that Water Pros Week will be celebrated the week of October 3- 11, 2026, with social media videos highlighting staff.

6. WVWD Brand Guidelines

The Committee reviewed the proposed District Branding Guidelines to establish consistency in the use of WVWD logos, visual identity, communications materials, and templates across departments and public-facing platforms. Branding Guidelines will be brought forward to the Board in the next weeks for approval.

7. Crisis Communication Plan

The Committee reviewed the District's Crisis Communications Plan to establish a framework for responding to emergencies and unexpected events, including media relations, public notifications, coordination with leadership, and consistent messaging to the community.

8. Internal Communications Plan

The Committee discussed the development of an internal communications plan to establish clear protocols, roles, and communication channels for sharing timely and accurate information with employees during an emergency or critical incident.

IV. ADJOURN

Chair Garcia adjourned the meeting at 7:20 p.m.

ATTEST:

Brandon Yoshida, Board Secretary



STAFF REPORT

DATE: October 26, 2026
TO: External Affairs Committee
FROM: Socorro Pantaleon, Public Outreach & Government Affairs Manager
SUBJECT: Sponsorship Request - 2026 Rialto Turkey Giveaway

STRATEGIC GOAL:

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices; Objective 3B - Present the District as a Proactive Community Partner; Objective 3E - Promote Public Awareness of the Value of WVWD

MEETING HISTORY:

N/A

BACKGROUND:

West Valley Water District (WVWD) is committed to supporting the communities it serves through education, outreach, and public engagement. As part of this commitment, the District regularly receives requests from local organizations seeking sponsorship's for community events, programs, and public initiatives that align with District goals and values. To ensure consistency, transparency, and responsible use of public funds, the District adopted a Sponsorship Policy that establishes criteria, guidelines, and approval processes for sponsorship requests. The policy also provides for regular reporting to maintain Board oversight and accountability.

DISCUSSION:

In accordance with the adopted Sponsorship Policy, staff evaluates sponsorship requests based on their alignment with District priorities, community benefit, and available resources. Approved sponsorship's are intended to enhance public awareness, strengthen community partnerships, and support initiatives that promote water education, conservation, and public engagement.

FISCAL IMPACT:

Sponsorship levels start from \$2,000 - \$20,000

REQUESTED ACTION:

Direction from the Committee for sponsorship level.

Attachments

[Turkey_donation_letter_2026-WVWD.pdf](#)

[Turkey_Drive_Sponsorship_Package.png.pdf](#)



October 8, 2026

West Valley Water District
855 W. Baseline Rd.
Rialto, CA 92376

West Valley Water District,

As Healthy Rialto and Never Stop Grinding Impact (NSG) begin making plans to once again feed those in our community who might otherwise go hungry on Thanksgiving Day, I am reaching out to ask for your assistance to make this possible. At a time when many people are focused on giving thanks for the bounty in their lives, others are feeling the pain of need.

Healthy Rialto and NSG's annual Turkey Giveaway to low-income families in Rialto is a way of not only feeding those who are hungry, but also to come together as a community during this holiday season. We need your help for this annual charitable tradition to continue.

Last year, we gave out 600 turkeys, and the number is expected to increase this year. Healthy Rialto and NSG relies on generous donations from caring people like you to provide this important service to the less fortunate residents of our community.

The goal for this year is to hand out 700 turkeys on Wednesday, November 18, 10am-2pm, while supplies last at the Rialto Certified Farmers Market – 290 W. Rialto Ave., Rialto. Can we count on you for support toward reaching this critical goal? Your financial donation or donation of turkeys will help accomplish the goal this year.

A check made payable to **Never Stop Grinding Impact** – 170 N. Arrowhead Ave., Suite E, Rialto, CA 92376, TIN 85-1693244 or arrangements can be made to pick up donated turkeys.

Your kindness and generosity are greatly appreciated and will make a difference in the lives of so many people, right here in Rialto. We want to say Happy Thanksgiving to you and your family.

Regards,

Barbara A. McGee

Barbara A. McGee
Rialto City Clerk
Healthy Rialto

Darious Harris

Darious Harris
Chief Executive Officer
Never Stop Grinding Impact



2026 Turkey Drive Sponsorship Levels

11/18/26



FETURES	BRONZE \$2,000	SILVER \$5,000	GOLD \$10,000	PLATINUM \$20,000
Booth Space at Event (Interact with thousands of community members)	✓	✓	✓	✓
Mentioned in social media post		✓	✓	✓
Logo placed on event flyer		✓	✓	✓
Logo highlighted on event website			✓	✓
Named in event press releases, PSA's and logo in professional event recap video			✓	✓
Logo on promo banner displayed at the event for photo ops			✓	✓
High quality plaque				✓

Never Stop Grinding Impact is a 501(c)(3) non-profit organization.
All sponsorship donations are tax deductible.



STAFF REPORT

DATE: October 26, 2026
TO: External Affairs Committee
FROM: Socorro Pantaleon, Public Outreach & Government Affairs Manager
SUBJECT: Federal Lobbyist Discussion

STRATEGIC GOAL:

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices; F. Increase Efficacy of Advocacy Efforts at the Local, State, and National Level

Strategic Goal 6 – Demonstrate Effective Financial Stewardship; D. Maintain a Data Driven Approach and Financial-Based Decision-Making;

MEETING HISTORY:

October 7, 2026 - External Affairs Committee Meeting

BACKGROUND:

The External Affairs Committee requested a cost comparison of the District's current federal lobbyist, David Turch and Associates to support ongoing financial review and evaluate the continued value of the District's federal lobbying services.

DISCUSSION:

Staff seeks direction from the External Affairs Committee on evaluating the District's current federal lobbying services. One option is to research alternative federal lobbying firms by issuing a Request for Proposals to assess firms available.

FISCAL IMPACT:

This item has no immediate fiscal impact. Any potential costs or savings resulting from a review of federal lobbying services would be evaluated as part of the process.

REQUESTED ACTION:

It is respectfully recommended that the External Affairs Committee:

1. Provide direction to staff in regards to current federal lobbying services, including the potential issuance of a Request for Proposals.

